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BC Stats

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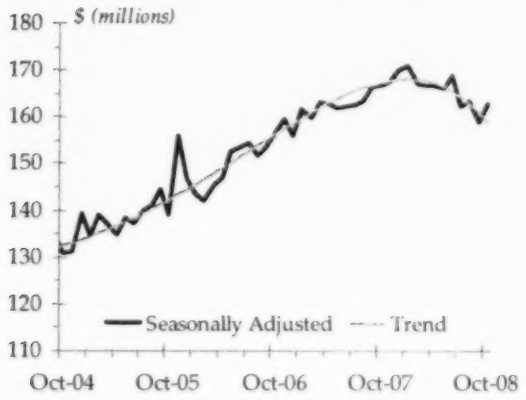
Room Revenue

BC room revenues rebounded (+2.3%) in October, following a drop (–2.7%) in September. Room revenues in Mainland/Southwest increased (+2.9%) following eight months of decline. Growth was most substantial in North Coast (+10.1%) and Northeast (+7.4%), but also occurred in Nechako (+3.0%), Cariboo (+1.5%), Vancouver Island/Coast (+1.2%) and Thompson Okanagan (+0.8%), while Kootenay (–1.3%) was the only region to experience a slump.

Room revenues bounced back in October



Data Source: BC Stats

Hotel revenues surged (+3.1%) in October, with increases at all types of hotels. Revenues at small hotels (1-75 rooms, +3.8%) expanded the most, followed closely by mid-sized (76-150 rooms; +3.7%) and very large hotels (251+ rooms; +3.2%), while large hotels (151-250 rooms; +1.6%) also earned more. However, business at motels slipped slightly (–0.2%), while revenues at other accommodation types, including fishing lodges and bed & breakfasts, rose (+1.3%), mostly due to an increase in vacation rental receipts (+2.9%).

Table 1: Room Revenue
(seasonally adjusted)

	Oct-08 ($000)	Sep-08 ($000)	change %
Accommodation Type			
Total	162,711	159,025	+ 2.3
Hotels	120,441	116,764	+ 3.1
Motels	19,388	19,430	- 0.2
Other Accommodations	22,846	22,564	+ 1.3
Regions (Top 3 performers)			
North Coast	2,443	2,219	+10.1
Northeast	7,412	6,904	+ 7.4
Nechako	1,018	989	+ 3.0

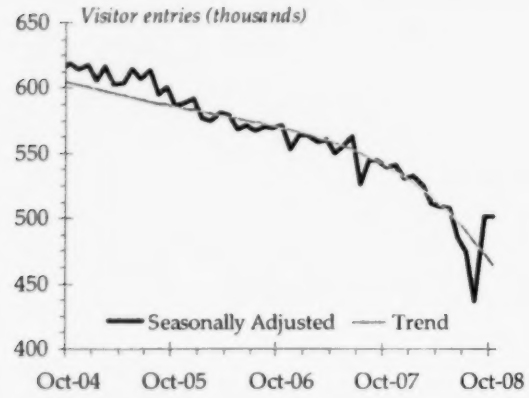
Data Source: BC Stats

Visitor Entries

The number of travellers entering Canada via BC declined slightly (–0.1%) in October after increasing substantially in September (+14.8%).

Same-day US visitors inched up (+0.3%) in October, while overnight visitors did not change (+0.0%), leading to a slight rise in total US visitors (+0.1%). However, there were fewer travellers from overseas countries (–0.7%), as a drop in visitors from Asia (–3.9%) offset increased travel from Europe (+0.4%) and other countries (+4.2%).

Visitor entries have recovered to levels in May



Data Source: Statistics Canada

Table 2: Traveller Entries
(seasonally adjusted)

	Oct-08 (000s)	Sep-08 (000s)	change %
American visitors			
Total	377	376	+ 0.1
Same-day	127	127	+ 0.3
Overnight	250	250	0.0
Overseas visitors			
Total	124	125	– 0.7
Europe	42	42	+ 0.4
Germany	7	7	+ 3.8
Asia	53	55	– 3.9
Taiwan	3	3	– 1.1
South Korea	9	9	– 2.3
Other	29	28	+ 4.2

Data Source: Statistics Canada

Other Indicators

The occupancy rate in BC's hotel industry slipped (–0.1 percentage points) in October, while the average room charge rose (+1.3%). Despite a slight decline in the number of visitors travelling to Canada via BC, total air passenger traffic through Vancouver International Airport rebounded (+1.8%) in October after declining for five months. This was supported by a boost in trans-border (+5.7%) and domestic (+2.5%) passengers. However, the number of other international passengers fell (–3.7%) for the seventh consecutive month, bringing it to its lowest level since April 2004. Passenger traffic through Victoria International Airport inched up (+0.9%).

BC Ferries serviced more passengers (+1.5%) and vehicles (+0.3%) in October, ending three months of decline.

Revenues at BC's food services and drinking places rose (+1.5%) in October, with higher sales at both drinking places (+4.7%) and food service establishments (+0.4%).

Table 3: Other Tourism Indicators
(seasonally adjusted)

	Oct-08	change from Sep-08
Hotel Industry		
Occupancy Rate (%)	62.7	–0.1 pp
Average Room Charge ($)	134.20	+ 1.3
Data Source: Pennell Kerr Forster		
Airport Passengers	(000s)	(%)
Vancouver International Airport		
Total Traffic	1,433	+ 1.8
US (trans-border)	346	+ 5.7
Other International	316	– 3.7
Canada (domestic)	770	+ 2.5
Data Source: YVR		
Victoria International Airport		
Total Traffic	131	+ 0.9
Data Source: Victoria Airport Authority		
Food Services Receipts	($ millions)	(%)
All Establishments	660	+ 1.5
Food Service	618	+ 0.4
Drinking Places	43	+ 4.7
Data Source: Statistics Canada		
Transportation	(000s)	(%)
BC Ferries		
Vehicle Volume	666	+ 0.3
Passenger Volume	1,723	+ 1.5
Data Source: BC Ferries		
Exchange Rates	Cdn $	
US Dollar ($)	0.844	–0.10
UK Pound (£)	0.501	–0.02
Japanese Yen (¥)	84.211	–16.49
Australian Dollar ($)	1.233	+0.08

Data Source: Statistics Canada (pp = percentage points)

A look ahead—November 2008

Preliminary figures indicate that BC room revenues took a downturn (–1.0%) in November. Room revenues in North Coast (+1.7%), Kootenay (+0.4%) and Vancouver Island/Coast (+0.4%) grew. However, declines in Cariboo (–5.9%), Northeast (–3.4%), Mainland/Southwest (–1.4%), Nechako (–1.4%) and Thompson Okanagan (–0.5%) led to an overall loss in the province.

In November, hotel revenues were down at very large (251+ rooms; –1.0%), large (151-250 rooms, –0.2%), and small (1-75 rooms; –1.0%) hotels. Meanwhile, revenues at mid-sized (76-150 rooms; 0.0%) hotels remained unchanged. Overall, business at hotels slipped (–0.5%). Revenues at motels continued to fall (–3.0%), while other accommodation types (+1.4%) earned more.

There was a rise (+1.4%) in American travellers entering Canada via BC in November. Likewise, there were more (+2.0%) overnight travellers as well as a slightly higher number (+0.2%) of same-day visitors. However, fewer travellers from Asia (–0.9%), Europe (–2.3%), and other overseas locations (–0.4%) led to a decline in total travellers from overseas countries. Overall, there was a net increase (+0.8%) in visitor entries to Canada via BC in November.

Both Victoria International Airport (+0.5%) and Vancouver International Airport (+0.5%) experienced an upturn in passenger volume. At Vancouver International Airport, a decline in domestic (–1.4%) and trans-border (–0.8%) traffic was offset by a surge in the number of travellers from other international locations (+6.4%), which had declined for seven months. Foot passenger traffic at BC Ferries fell (–0.4%) in November, as did the number of vehicles (–0.8%) utilizing the service. This drop precludes the 33% ferry fare reduction announced on 1 December 2008.

Note about preliminary numbers

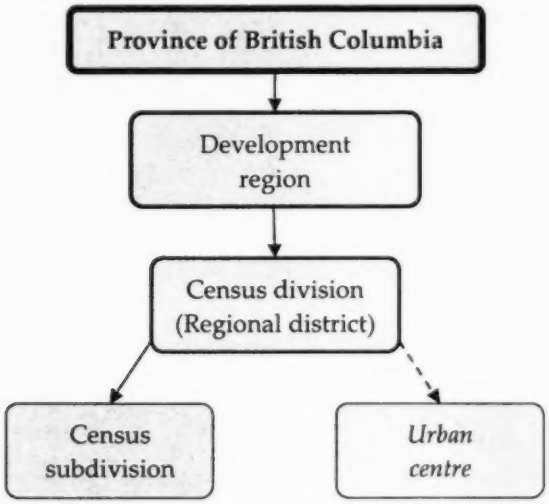
Companies file their hotel room taxes with varying delays. The initial data retrieved by BC Stats may be revised considerably over the following months. BC Stats reports room revenues with a three-month lag. For example, data for January are not reported until April. However, we also report "preliminary data" with a two-month lag.

How accurate is the preliminary data? Over 21 reports in 2006 and 2007, BC room revenues changed (rose or fell on a month-over-month basis) on average by 2.4% (absolute value). The preliminary numbers—reported in the "look ahead" section—were lower by an average of 0.2 percentage points partly because the initial data retrieved at the time the estimates are calculated is not always complete. For example, if the preliminary figure is 1.5, the actual number probably is around 1.7. And if the preliminary figure is –0.5, the actual number is about –0.3.

Special Focus: Divide and conquer BC

Introduction

The *Standard Geographical Classification* (SGC) developed by Statistics Canada partitions the province of BC into a hierarchy of geographical areas based on population. BC is first divided into eight development regions, which are comprised of mutually exclusive *census divisions* (more commonly referred to as *regional districts*). These are split up further into disjoint *census subdivisions*, which include, but are not limited to, *municipalities*, *cities*, *towns*, *villages* and *Indian reserves*. *Urban centres* (UCs) reside on the same hierarchical level as *census subdivisions*, but are not necessarily as clearly defined.



How are urban centres defined?

Urban centres are typically defined by municipalities, based on city/town limits. A number of formal definitions of an urban centre exist:

TheFreeDictionary[1]: Also called a city; a densely populated urban [area], larger than a village or a town, whose inhabitants are engaged primarily in commerce and industry;

Wikipedia[2]: An area with an increased density of human-created structures in comparison to the areas surrounding it; and

WordNet[3]: A large and densely populated urban area; may include several independent administrative districts.

These definitions focus largely on population density, which is not necessarily an adequate indicator of tourism activity within an area. For example, if one used BC population by region alone to estimate tourist goings-on, then the number of tourists visiting the regional districts of *Fraser Valley* would outweigh visitors to *Northern Rockies* 42-to-1, while interest in *Comox-Strathcona* compared to *Fraser-Ft George* would be roughly equal[4]. Alternatively, tour-

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[1] *TheFreeDictionary – Free Online Encyclopedia*, available online from: http://encyclopedia2.thefreedictionary.com/urban+center, cited January 2009.

[2] *Wikipedia, the free encyclopedia*, available online from: http://en.wikipedia.org/wiki/Urban_centre, cited January 2009.

[3] *WordNet – a lexicographic database of the English language*, available online from: http://wordnet.princeton.edu/, cited January 2009.

[4] Based on preliminary postcensal estimates for 2006 that includes recent census undercoverage and population growth:

- Comox-Stratcona: 104,348 persons
- Fraser-Ft George: 96,869 persons
- Fraser Valley: 265,965 persons
- Northern Rockies: 6,262 persons

Data Source: Statistics Canada

ism-related activity depends heavily on one's *geographical location* within the province. This is expected, of course, since tourists favour some areas above others based on attractions, weather, social atmosphere and accessibility (amongst others).

To this extent, BC Stats investigates any particular urban centre based on client information and/or requirements. In some cases, small urban centres include businesses residing outside of city or municipal limits. Conversely, large urban areas with high business and tourist activity may be subdivided into smaller, more specific, geographic units. Consequently, one may define an urban centre as a region situated around a major urban core[5]. However, in layman's terms, a more common definition of an urban centre specific to the *Tourism Sector Monitor* (TSM) would be a geographical region displaying "sufficient" room revenue activity. Although the use of the term "urban centre" may be ambiguous, any further reference to these areas will be specific to the TSM.

An analysis of urban centres allows another level of detail to which accommodation establishments may interpret tourist-related activities. This is because urban centre definitions are sometimes very specific to a geographic location.

Urban centres across BC

With a few exceptions, most urban centres are defined by municipal boundaries. BC Stats currently reports on 30 different urban centres across the province. They are:

Vancouver Island/Coast

1. *Comox Valley* (includes Town of Comox, City of Courtenay, Village of Cumberland, Comox-Strathcona Electoral Areas A, B & K, and Comox and Pentledge Indian Reserves);
2. *City of Nanaimo*;
3. *City of Port Alberni*;
4. *City of Victoria*;
5. *Saanich Peninsula* (includes District of North Saanich, Town of Sidney and District Municipality of Central Saanich);
6. *Other Capital Regional District* (includes Capital Regional District, excluding *Saanich Peninsula* and *City of Victoria* UCs);

Mainland/Southwest

7. *City of Burnaby*;
8. *City of Richmond*;
9. *Downtown Vancouver* (includes forward sortation areas[6] V6B, V6C, V6E, V6G, V6Z, V7X, V7Y);
10. *City of Vancouver* (includes City of Vancouver, excluding the *Downtown Vancouver* UC);
11. *Other Greater Vancouver Regional District* (includes Greater Vancouver Regional District, excluding *City of Vancouver*, *City of Burnaby* and *City of Richmond* UCs);
12. *Resort Municipality of Whistler*;

Thompson/Okanagan

13. *Town of Golden*;
14. *City of Kamloops*;
15. *City of Kelowna*;
16. *City of Penticton*;
17. *City of Revelstoke*;
18. *City of Vernon*;

Kootenay

19. *City of Castlegar*;
20. *City of Cranbrook*;

[5] The SGC defines a *census metropolitan area* (CMA) and *census agglomeration* (CA) in a very similar way. However, these are purely defined by criteria such as municipal boundaries, population and place of work, whereas urban centres may stretch beyond fixed political boundaries.

[6] Canada Post's forward sortation areas (or FSAs) sets specific postal code boundaries within geographical areas: http://www.canadapost.ca/business/tools/pg/fsamaps/

21. *Fernie* (includes City of Fernie and postal codes of the form V0B1M• in East Kootenay Electoral Area A);
22. *City of Nelson*;

Cariboo

23. *City of Prince George*;
24. *City of Quesnel*;
25. *City of Williams Lake*;

North Coast

26. *City of Prince Rupert*;
27. *City of Terrace*;

Nechako

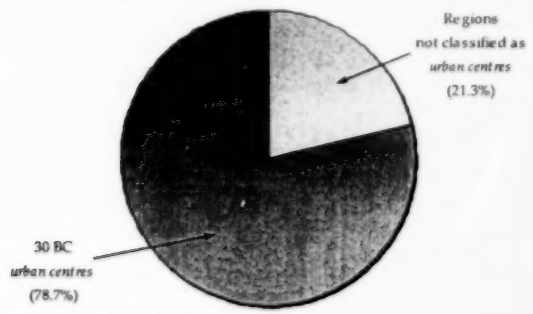
28. *Town of Smithers*;

Northeast

29. *City of Dawson Creek*; and
30. *City of Fort St. John*.

These urban centres constitute approximately 79% of total estimated room revenue in BC, with the largest share held by urban centres within the Mainland/Southwest (63%), followed by Vancouver Island/Coast (15%) and Thompson/Okanagan (13%). Other regional districts each account for less than 3% of current urban centre room revenue in BC.

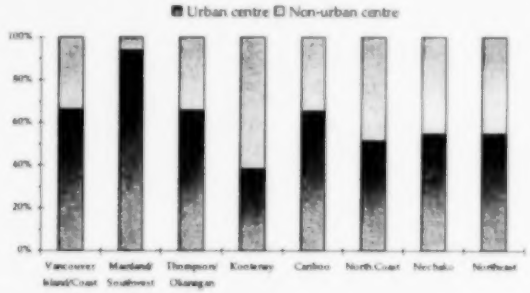
30 urban centres make up almost four fifths of room revenue in BC



Data Source: BC Stats

Being a business hub, it is not surprising that 93% of Mainland/Southwest is classified as urban centre, based on room revenues. Similarly, Vancouver Island/Coast (67%) and Thompson/Okanagan (66%) are roughly two thirds urban.

Based on room revenues, 93% of Mainland/Southwest is categorised as being part of some urban centre



Data Source: BC Stats

A rank of the top five urban centres, based on the average number of properties reporting hotel room tax per month for 2007, yields:

Urban centre	Properties
1 *Downtown Vancouver*	79
2 *City of Victoria*	78
3 *Other Greater Vancouver Regional District*	77
4 *Other Capital Regional District*	73
5 *Whistler*	63

However, urban centres ranked according to their contribution of 2007 room revenue in BC, yields:

Urban centre	Room revenue (000s)
1 *Downtown Vancouver*	$ 474,987
2 *Whistler*	$ 197,173
3 *City of Victoria*	$ 147,804
4 *Richmond*	$ 126,817
5 *Other Greater Vancouver Regional District*	$ 94,806

Non-urban vs. rural

TSM urban centres are established through clientele requests only where they seem to make

sense. That is, a geographical area requires some form of urban infrastructure to be designated as an urban centre. Consequently, some areas of BC do not fall under this umbrella, and are considered (at the moment) to be non-urban. Why not define these non-urban areas as *rural*? The easy answer to this question would be merely that there are still urban centres in BC that have not garnered any investigation by clients. Moreover, these areas may in fact have sufficient urban activity.

As the tourism-related industries change across the province over time, BC Stats will evaluate (through client requests) whether areas that are currently considered non-urban should be included as TSM urban centres. Similarly, existing urban centres are re-evaluated regularly (due to potential changes in geographical classifications across BC).

Growth rates between urban and non-urban centres shed some light on regions in BC that might warrant further analysis into additional urban centres (see the Appendix for time series comparisons between urban and non-urban centres for each regional district). BC Stats addresses each subsequent urban centre request based on *ad hoc* industry requirements. Additionally, confidentiality agreements with regards to revenue disclosure are also taken into consideration when deciding on the inclusion of an urban centre definition.

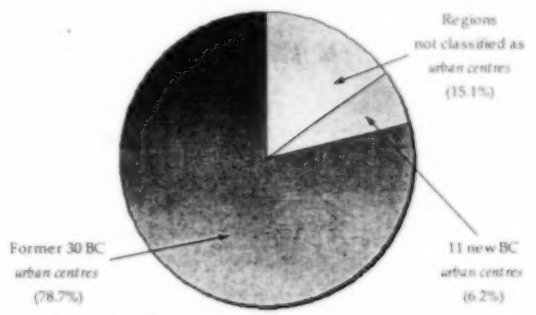
Additional urban centres

There has been interest in adding the following urban centres to the monthly tourism sector monitor (TSM) investigation:

31. *Campbell River* (includes City of Campbell River, and Campbell River and Quinsam Indian Reserves);
32. *District Municipality of Tofino;*
33. *District Municipality of Ucluelet;*
34. *Abbotsford/Mission* (includes City of Abbotsford and District Municipality of Mission);
35. *District Municipality of Hope;*
36. *Village of Cache Creek;*
37. *Town of Osoyoos;*
38. *Oliver/Okanagan Falls* (includes Town of Oliver, Community of Okanagan Falls, and Okanagan-Similkameen Electoral Areas C & D);
39. *Columbia Valley* (includes District Municipality of Invermere, Villages of Radium Hot Springs and Canal Flats, and East Kootenay Electoral Areas F & G);
40. *Kimberley* (includes City of Kimberley and Kimberley Alpine Resort); and
41. *Valemount/Robson Valley* (includes Villages of Valemount and FSAs V0E in Fraser-Ft George Electoral Area H).

These additional urban centres would cover roughly 6% more of the province in terms of room revenue, bringing the total up to 84%.

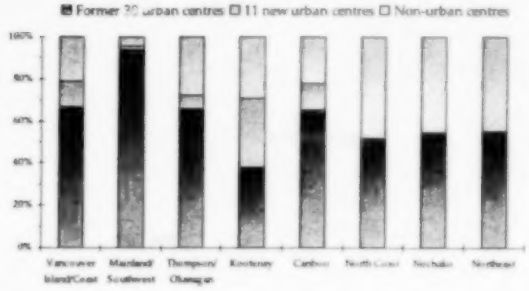
Adding 11 new urban centres would cover 84% of BC room revenue



Data Source: BC Stats

The largest boost in urban centre investigation will be experienced by Kootenay (almost doubling to 71%). No new urban centres are currently considered for North Coast, Nechako or Northeast.

Adding 11 new urban centres would cover 84% of BC room revenue



Data Source: BC Stats

Conclusion

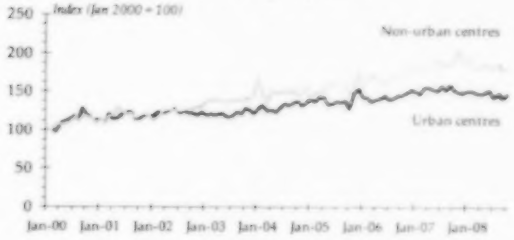
Urban centres add an additional dimension to the investigation of room revenue activity across BC. The main benefit, of course, is the possibility to focus on a more specific geographical location and its change over time.

Collaboration between BC Stats and the public/private sector is essential when considering the incorporation of new TSM urban centres.

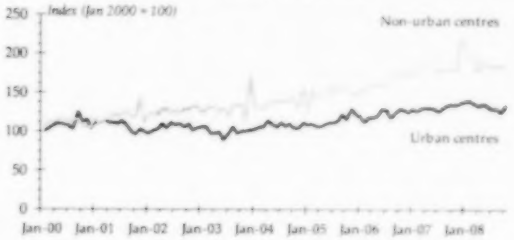
Appendix

The following is a BC Stats summary of [non-] urban centre growths for each regional district within BC since January 2000.

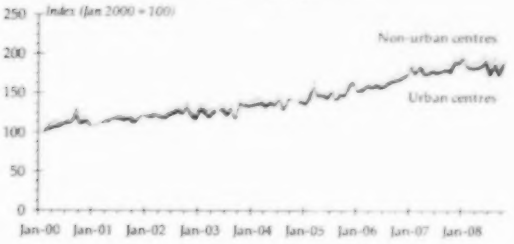
Vancouver Island/Coast room revenues
(seasonally adjusted)



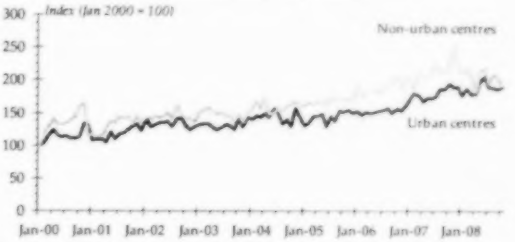
Mainland/Southwest room revenue
(seasonally adjusted)



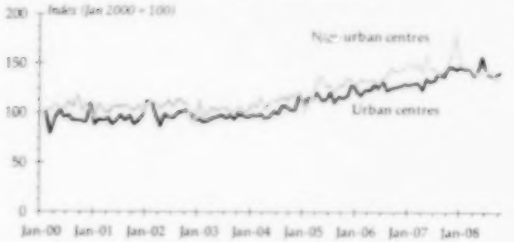
Thompson/Okanagan room revenue
(seasonally adjusted)



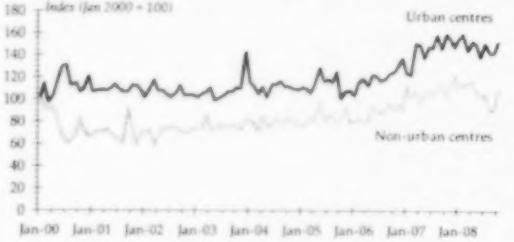
Kootenay room revenue
(seasonally adjusted)



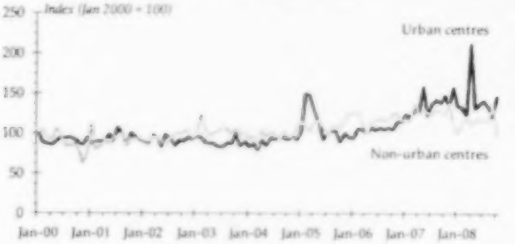
Cariboo room revenue
(seasonally adjusted)



North Coast room revenue
(seasonally adjusted)



Nechako room revenue
(seasonally adjusted)



Northeast room revenue
(seasonally adjusted)

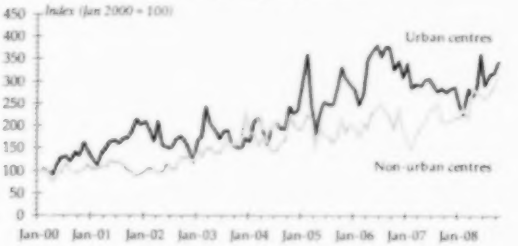


Table 1: Room Revenue by Development Region ($000), Seasonally Adjusted

Period	Vancouver Island/Coast	Mainland/ Southwest	Thompson/ Okanagan	Kootenay	Cariboo	North Coast	Nechako	Northeast	BC Total
Annual data									
2003	273,067	809,809	214,550	70,671	43,018	19,362	8,930	46,264	1,485,670
2004	295,246	863,430	231,041	75,467	46,201	20,104	8,811	50,656	1,590,956
2005	310,195	902,633	251,869	77,314	52,172	20,773	10,152	63,236	1,688,343
2006	324,624	970,884	273,102	85,171	56,610	21,928	10,478	72,514	1,815,312
2007	351,540	1,043,209	306,757	97,286	61,118	28,301	12,406	67,468	1,968,085
Annual growth rates									
2003	1.6	– 4.8	3.7	0.6	– 3.4	1.8	1.0	22.0	– 1.4
2004	8.1	6.6	7.7	6.8	7.4	3.8	– 1.3	9.5	7.1
2005	5.1	4.5	9.0	2.4	12.9	3.3	15.2	24.8	6.1
2006	4.7	7.6	8.4	10.2	8.5	5.6	3.2	14.7	7.5
2007	8.3	7.4	12.3	14.2	8.0	29.1	18.4	– 7.0	8.4
Monthly data									
Oct-07	29,437	88,984	25,413	8,445	5,314	2,454	1,071	5,529	166,648
Nov-07	29,483	88,243	26,495	9,018	5,535	2,398	1,088	5,491	167,751
Dec-07	28,992	91,788	25,853	8,488	5,582	2,455	1,040	5,716	169,914
Jan-08	29,858	92,768	26,413	7,954	5,428	2,475	959	5,145	171,001
Feb-08	28,185	90,786	25,436	8,368	5,352	2,527	930	5,444	167,028
Mar-08	28,634	90,422	25,456	7,908	5,244	2,421	984	5,586	166,655
Apr-08	27,940	89,346	26,295	7,575	5,249	2,445	1,160	6,586	166,597
May-08	28,239	88,654	25,998	8,322	5,112	2,420	1,001	6,287	166,032
Jun-08	29,431	88,300	26,861	8,541	5,531	2,350	1,048	6,721	168,784
Jul-08	27,683	86,228	25,752	7,790	4,989	2,461	1,015	6,265	162,181
Aug-08	27,943	86,060	26,515	8,027	5,046	2,273	1,008	6,559	163,432
Sep-08	27,420	82,848	25,916	7,820	4,910	2,219	989	6,904	159,025
Oct-08	27,740	85,262	26,130	7,721	4,985	2,443	1,018	7,412	162,711
Month-over-month growth rates									
Oct-07	– 1.5	0.3	– 0.3	3.6	5.7	– 1.2	– 0.5	– 1.6	0.1
Nov-07	0.2	– 0.8	4.3	6.8	4.1	– 2.3	1.6	– 0.7	0.7
Dec-07	– 1.7	4.0	– 2.4	– 5.9	0.9	2.4	– 4.4	4.1	1.3
Jan-08	3.0	1.1	2.2	– 6.3	– 2.8	0.8	– 7.7	–10.0	0.6
Feb-08	– 5.6	– 2.1	– 3.7	5.2	– 1.4	2.1	– 3.0	5.8	– 2.3
Mar-08	1.6	– 0.4	0.1	– 5.5	– 2.0	– 4.2	5.8	2.6	– 0.2
Apr-08	– 2.4	– 1.2	3.3	– 4.2	0.1	1.0	17.9	17.9	0.0
May-08	1.1	– 0.8	– 1.1	9.9	– 2.6	– 1.0	–13.7	– 4.5	– 0.3
Jun-08	4.2	– 0.4	3.3	2.6	8.2	– 2.9	4.7	6.9	1.7
Jul-08	– 5.9	– 2.3	– 4.1	– 8.8	– 9.8	4.7	– 3.2	– 6.8	– 3.9
Aug-08	0.9	– 0.2	3.0	3.1	1.2	– 7.6	– 0.6	4.7	0.8
Sep-08	– 1.9	– 3.7	– 2.3	– 2.6	– 2.7	– 2.4	– 1.9	5.3	– 2.7
Oct-08	1.2	2.9	0.8	– 1.3	1.5	10.1	3.0	7.4	2.3

October month-over-month growth rates

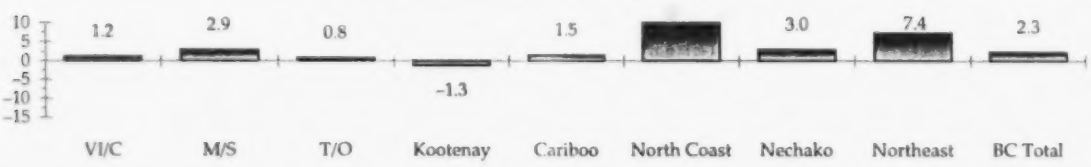


Table 2: Room Revenue by Accommodation Type ($000), Seasonally Adjusted

Period	Hotels (Rooms)				Motels	Vacation Rentals	Miscellaneous incl. Fishing Lodges
	251+	151–250	76–150	1–75			
Annual data							
2003	437,158	180,831	297,417	174,343	181,554	119,345	95,022
2004	467,820	198,608	321,679	185,804	195,070	123,473	98,502
2005	481,581	211,406	346,528	203,166	210,861	134,245	100,555
2006	506,995	230,059	379,442	221,126	234,346	135,407	107,938
2007	535,478	251,128	425,146	238,670	244,239	149,412	124,012
Annual growth rates							
2003	– 6.1	– 4.0	0.1	0.0	– 0.2	6.3	9.4
2004	7.0	9.8	8.2	6.6	7.4	3.5	3.7
2005	2.9	6.4	7.7	9.3	8.1	8.7	2.1
2006	5.3	8.8	9.5	8.8	11.1	0.9	7.3
2007	5.6	9.2	12.0	7.9	4.2	10.3	14.9
Monthly data							
Oct-07	45,718	21,560	36,602	20,217	19,845	12,256	10,546
Nov-07	45,434	21,123	36,776	19,923	20,277	12,017	10,671
Dec-07	48,434	20,710	36,952	19,867	20,836	12,703	10,816
Jan-08	48,490	21,197	36,893	19,982	20,189	12,669	10,439
Feb-08	47,353	20,982	36,869	19,543	19,588	11,998	10,447
Mar-08	47,963	20,611	36,955	19,822	19,790	11,893	10,839
Apr-08	45,708	21,273	37,289	19,832	19,461	11,605	10,063
May-08	45,072	21,020	37,350	19,954	19,641	12,404	10,890
Jun-08	45,067	21,904	39,030	20,538	21,186	12,276	10,947
Jul-08	43,864	20,381	34,825	19,048	19,136	12,324	10,694
Aug-08	42,913	20,386	37,342	20,116	19,635	12,641	10,827
Sep-08	41,786	20,169	35,901	18,908	19,430	12,032	10,532
Oct-08	43,105	20,500	37,212	19,624	19,388	12,385	10,462
Month-over-month growth rates							
Oct-07	– 0.3	1.6	0.2	0.2	– 0.3	– 4.2	– 0.3
Nov-07	– 0.6	– 2.0	0.5	1.5	2.2	– 1.9	1.2
Dec-07	6.6	– 2.0	0.5	– 0.3	2.8	5.7	1.4
Jan-08	0.1	2.4	– 0.2	0.6	– 3.1	– 0.3	– 3.5
Feb-08	– 2.3	– 1.0	– 0.1	– 2.2	– 3.0	– 5.3	0.1
Mar-08	1.3	– 1.8	0.2	1.4	1.0	– 0.9	3.7
Apr-08	– 4.7	3.2	0.9	0.1	– 1.7	– 2.4	– 7.2
May-08	– 1.4	– 1.2	0.2	0.6	0.9	6.9	8.2
Jun-08	0.0	4.2	4.5	2.9	7.9	– 1.0	0.5
Jul-08	– 2.7	– 7.0	–10.8	7.3	– 9.7	0.4	– 2.3
Aug-08	– 2.2	0.0	7.2	5.6	2.6	2.6	1.2
Sep-08	– 2.6	– 1.1	– 3.9	6.0	– 1.0	– 4.8	– 2.7
Oct-08	3.2	1.6	3.7	3.8	– 0.2	2.9	– 0.7

October month-over-month growth rates

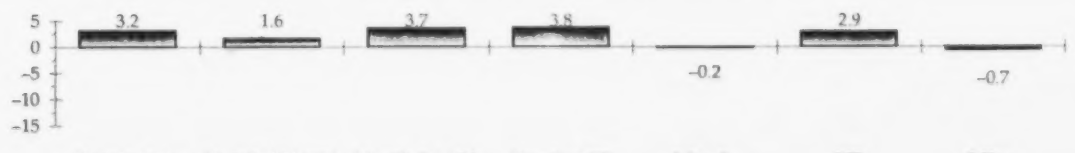


Table 3: Room Revenue by Regional District, Unadjusted

Development Region/ Regional District	Revenue ($000)		Revenue % change from		Properties (#)	Properties # chg from	Rooms (#)	Rooms # chg from
	Oct-08	YTD 08	Oct-07	YTD 07	Oct-08	Oct-07	Oct-08	Oct-07
Vancouver Island/Coast								
17 Capital								
All accommodation types	**12,937**	**163,614**	**- 4.0**	**- 6.4**	**154**	**- 7**	**8,064**	**-178**
Hotels	10,729	132,709	- 4.0	- 6.2	63	- 4	5,436	-160
76-150 Rooms	2,502	32,488	- 3.8	- 7.7	17	0	1,740	0
1-75 Rooms	2,462	31,453	- 1.2	- 6.7	37	- 4	1,508	-161
Motels	988	14,250	- 12.5	- 9.0	20	- 3	878	-128
Miscellaneous	958	11,312	6.4	- 3.9	39	0	1,353	110
19 Cowichan Valley								
All accommodation types	**648**	**8,741**	**- 4.1**	**- 1.3**	**31**	**- 2**	**610**	**- 12**
Motels	105	2,024	- 33.7	- 0.9	13	0	254	6
21 Nanaimo								
All accommodation types	**3,389**	**42,524**	**- 0.7**	**0.7**	**62**	**- 5**	**2,776**	**11**
Hotels	1,775	21,378	7.6	3.8	19	1	1,244	149
Motels	511	7,781	- 12.1	- 6.1	20	- 3	543	- 91
Vacation Rentals	953	11,453	- 9.8	1.1	18	- 3	678	- 64
23 Alberni-Clayoquot								
All accommodation types	**2,970**	**44,129**	**- 14.0**	**- 2.3**	**57**	**2**	**1,453**	**68**
Motels	264	4,018	- 0.5	- 0.1	20	1	386	5
Vacation Rentals	1,149	17,416	- 9.5	- 1.5	16	1	359	5
Miscellaneous	704	9,872	- 34.5	- 10.1	11	0	233	28
25 Comox-Strathcona								
All accommodation types	**2,229**	**34,275**	**- 2.6**	**- 2.9**	**62**	**- 5**	**1,717**	**- 59**
Hotels	779	9,953	- 1.8	- 3.4	10	- 1	525	- 9
Motels	590	7,630	- 2.2	- 4.3	22	0	616	- 7
Vacation Rentals	164	4,578	10.5	2.0	16	0	196	6
27 Powell River								
All accommodation types	**341**	**4,903**	**6.3**	**8.7**	**19**	**- 1**	**398**	**- 12**
43 Mount Waddington								
All accommodation types	**472**	**7,156**	**- 1.4**	**4.1**	**19**	**- 1**	**641**	**19**
45 Central Coast								
All accommodation types	**232**	**2,058**	**- 3.5**	**- 1.0**	**10**	**0**	**135**	**- 16**

Table 3: Room Revenue by Regional District, Unadjusted

Development Region/ Regional District	Revenue ($000)		% change from		Properties (#)	# chg from	Rooms (#)	# chg from
	Oct-08	YTD 08	Oct-07	YTD 07	Oct-08	Oct-07	Oct-08	Oct-07
Mainland/Southwest								
09 Fraser Valley								
All accommodation types	**3,912**	**41,988**	**5.5**	**4.0**	**65**	**- 4**	**2,371**	**- 72**
Hotels	2,809	29,054	8.1	4.1	17	- 1	1,336	- 26
Motels	779	8,830	- 2.9	0.2	34	- 1	865	- 43
15 Greater Vancouver								
All accommodation types	**60,783**	**708,204**	**- 5.0**	**2.4**	**225**	**- 2**	**25,658**	**- 21**
Hotels	58,455	667,603	- 5.3	2.1	157	- 4	22,862	- 11
251+ Rooms	29,868	334,541	- 8.2	1.9	22	0	8,940	0
151-250 Rooms	12,122	137,312	- 2.8	2.1	26	0	5,061	0
76-150 Rooms	12,172	143,003	- 1.9	3.4	57	3	6,114	290
1-75 Rooms	4,292	52,746	- 0.5	0.0	52	- 7	2,747	-301
Motels	1,410	18,580	- 1.1	1.5	31	0	1,380	10
Miscellaneous	519	12,621	16.1	30.5	19	0	901	0
29 Sunshine Coast								
All accommodation types	**507**	**6,231**	**15.9**	**3.3**	**19**	**2**	**366**	**22**
31 Squamish-Lillooet								
All accommodation types	**5,944**	**171,106**	**12.2**	**1.2**	**85**	**5**	**5,876**	**274**
Hotels	5,384	144,468	13.3	1.8	38	3	4,656	258
1-75 Rooms	395	8,885	- 13.3	- 4.6	16	1	573	70
Motels	290	2,081	12.7	4.7	10	0	242	0
Miscellaneous	103	5,045	6.9	8.2	15	3	215	23

Table 3: Room Revenue by Regional District, Unadjusted

Development Region/ Regional District	Revenue ($000) Oct-08	Revenue ($000) YTD 08	Revenue % change from Oct-07	Revenue % change from YTD 07	Properties (#) Oct-08	Properties # chg from Oct-07	Rooms (#) Oct-08	Rooms # chg from Oct-07
Thompson/Okanagan								
07 Okanagan-Similkameen								
All accommodation types	**3,185**	**52,966**	**9.6**	**5.1**	**97**	**– 1**	**3,037**	**149**
Hotels	1,600	23,327	12.3	1.6	14	– 1	1,039	– 47
Motels	1,171	20,076	2.9	1.1	60	– 1	1,523	– 1
Miscellaneous	349	5,901	30.4	45.3	13	0	246	106
33 Thompson-Nicola								
All accommodation types	**5,263**	**71,530**	**4.9**	**2.8**	**130**	**–12**	**4,909**	**–352**
Hotels	2,492	33,556	– 4.0	3.3	28	– 3	1,899	–129
1-75 Rooms	332	4,684	2.3	– 10.8	16	– 2	518	– 35
Motels	2,232	24,426	15.7	8.0	67	– 5	2,105	– 50
Miscellaneous	368	5,945	26.9	3.9	16	0	571	– 14
35 Central Okanagan								
All accommodation types	**6,336**	**86,855**	**7.5**	**2.0**	**54**	**– 1**	**3,464**	**– 54**
Hotels	4,705	55,280	7.1	2.0	18	0	1,851	69
Motels	854	12,304	– 10.6	– 5.5	17	– 2	831	– 63
37 North Okanagan								
All accommodation types	**1,481**	**22,768**	**6.4**	**0.3**	**34**	**– 5**	**1,394**	**– 84**
Motels	498	6,630	– 3.9	– 3.9	15	– 2	488	– 56
39 Columbia-Shuswap								
All accommodation types	**2,784**	**51,923**	**– 1.5**	**4.6**	**85**	**– 7**	**3,414**	**29**
Hotels	1,423	21,019	6.3	5.5	20	– 1	1,436	102
Motels	1,172	19,683	– 7.7	4.7	41	– 2	1,506	– 38
Kootenay								
01 East Kootenay								
All accommodation types	**3,212**	**55,559**	**– 1.2**	**0.5**	**101**	**– 4**	**4,195**	**–201**
Hotels	1,573	22,278	7.3	6.1	28	– 2	1,738	– 33
1-75 Rooms	436	6,611	– 1.7	1.3	17	– 2	671	– 33
Motels	838	10,388	– 3.7	1.3	40	1	954	57
Miscellaneous	537	11,108	– 24.3	– 4.8	19	– 2	674	– 46
03 Central Kootenay								
All accommodation types	**1,797**	**22,474**	**– 13.0**	**– 1.2**	**67**	**– 5**	**1,507**	**– 33**
Hotels	1,040	11,830	– 12.0	– 1.0	16	– 1	697	– 53
Motels	494	5,480	– 17.8	– 3.6	29	3	565	65
Vacation Rentals	192	2,423	4.6	2.0	12	– 3	98	– 21
05 Kootenay Boundary								
All accommodation types	**482**	**8,081**	**– 30.0**	**1.4**	**29**	**– 1**	**644**	**– 6**
Motels	263	3,630	– 24.2	– 1.4	20	0	397	0

Table 3: Room Revenue by Regional District, Unadjusted

Development Region/ Regional District	Revenue ($000) Oct-08	Revenue ($000) YTD 08	Revenue % change from Oct-07	Revenue % change from YTD 07	Properties (#) Oct-08	Properties # chg from Oct-07	Rooms (#) Oct-08	Rooms # chg from Oct-07
Cariboo								
41 Cariboo								
All accommodation types	**1,732**	**19,494**	**- 0.4**	**2.4**	**69**	**- 9**	**1,703**	**-162**
Hotels	575	5,651	8.5	2.0	10	- 1	520	- 8
Motels	979	10,294	- 2.5	4.7	29	- 4	906	- 77
Vacation Rentals	26	1,217	- 43.9	9.8	14	- 1	152	- 20
53 Fraser-Fort George								
All accommodation types	**3,419**	**35,257**	**- 8.4**	**3.4**	**53**	**- 2**	**2,529**	**- 34**
Hotels	2,588	25,952	- 8.9	6.4	19	0	1,514	- 7
North Coast								
47 Skeena-Queen Charlotte								
All accommodation types	**662**	**15,346**	**- 9.5**	**- 4.6**	**28**	**- 3**	**951**	**- 33**
Hotels	445	7,042	- 16.8	- 1.8	11	0	557	- 23
49 Kitimat-Stikine								
All accommodation types	**1,073**	**10,009**	**8.1**	**1.7**	**36**	**- 2**	**837**	**- 27**
Motels	512	4,024	18.7	3.7	19	0	435	0
Nechako								
51 Bulkley-Nechako +								
57 Stikine								
All accommodation types	**1,279**	**10,645**	**- 5.7**	**- 2.6**	**52**	**1**	**1,106**	**- 20**
Fishing lodges	203	768	39.7	18.1	13	2	95	15
Motels	627	5,757	- 6.7	- 1.7	21	- 1	600	- 13
Northeast								
55 Peace River +								
59 Northern Rockies								
All accommodation types	**7,473**	**63,949**	**35.5**	**11.0**	**71**	**3**	**3,751**	**251**
Hotels	5,060	42,929	36.7	31.4	31	2	2,320	176
76-150 Rooms	3,789	32,022	43.4	50.3	16	2	1,661	212
1-75 Rooms	1,271	10,907	19.9	- 4.0	15	0	659	- 36
Motels	1,490	12,391	21.2	- 24.8	30	0	899	22

Note: Data for regions with fewer than 10 properties reporting cannot be released.
Property counts only include properties reporting revenues during the reference period.

Table 4: Room Revenue by Urban Centre, Unadjusted

Development Region/ Urban Centre	Revenue ($000)		% change from		Properties (#)	# chg from	Rooms (#)	# chg from
	Oct-08	YTD 08	Oct-07	YTD 07	Oct-08	Oct-07	Oct-08	Oct-07
Vancouver Island/Coast	**23,219**	**307,400**	**- 4.6**	**- 3.9**	**414**	**-19**	**15,794**	**-179**
Victoria (C)	10,500	130,944	- 6.2	- 6.9	77	- 4	5,604	-207
Saanich Peninsula	856	9,949	7.7	0.6	13	0	400	0
Other CRD	1,581	22,720	6.0	- 5.9	64	- 3	2,060	29
Nanaimo (C)	1,899	22,842	- 3.3	0.0	22	- 1	1,351	- 59
Port Alberni (C)	325	4,349	2.1	- 3.7	12	0	366	0
Comox Valley	818	10,592	- 1.8	0.9	11	0	436	0
Rest of Development Region	7,241	106,004	- 6.5	- 1.1	215	-11	5,577	58
Mainland/Southwest	**71,146**	**927,528**	**- 3.1**	**2.2**	**394**	**1**	**34,271**	**203**
Downtown Vancouver (C)	37,251	430,060	7.3	1.8	76	- 3	12,410	- 89
Other Vancouver (C)	3,116	42,906	6.8	0.1	35	1	2,888	9
Richmond (C)	10,435	116,971	3.6	3.5	24	1	4,210	131
Burnaby (C)	2,504	28,095	5.0	4.2	10	0	1,326	5
Other GVRD	7,469	89,892	2.8	3.7	76	- 4	4,797	- 86
Whistler (RM)	5,093	160,939	15.3	0.6	54	4	4,985	163
Rest of Development Region	5,277	58,664	5.0	5.8	119	2	3,655	70
Thompson/Okanagan	**19,048**	**286,044**	**5.6**	**3.1**	**401**	**-26**	**16,228**	**-312**
Penticton (C)	1,977	27,455	9.1	3.5	37	- 1	1,544	- 4
Kamloops (C)	3,844	53,032	5.5	4.0	59	- 5	3,476	-256
Kelowna (C)	5,603	74,851	7.9	0.5	42	- 1	2,869	7
Vernon (C)	1,325	21,274	7.2	0.5	25	- 2	1,288	- 33
Revelstoke (C)	1,145	18,952	2.1	14.4	27	- 1	1,352	96
Golden (T)	531	13,272	- 0.5	- 0.1	26	- 2	1,079	- 26
Rest of Development Region	4,623	77,210	2.8	3.7	185	-14	4,620	- 96
Kootenay	**5,492**	**86,114**	**- 8.6**	**0.1**	**197**	**-10**	**6,346**	**-240**
Cranbrook (C)	987	11,100	- 2.6	10.0	19	0	917	0
Fernie (C)	496	13,060	13.8	2.2	19	0	828	- 23
Nelson (C)	648	7,511	3.8	0.6	13	0	444	0
Rest of Development Region	3,361	54,442	-14.5	- 2.2	146	-10	4,157	-217
Cariboo	**5,151**	**54,751**	**- 5.8**	**3.0**	**122**	**-11**	**4,232**	**-196**
Quesnel (C)	346	3,801	0.8	8.5	11	0	423	23
Williams Lake (C)	616	5,758	7.1	3.7	10	- 1	481	- 55
Prince George (C)	2,743	26,902	- 8.2	7.3	28	0	1,790	- 7
Rest of Development Region	1,447	18,291	7.5	- 3.7	73	-10	1,538	-157
North Coast	**1,736**	**25,355**	**0.7**	**- 2.2**	**64**	**- 5**	**1,788**	**- 60**
Prince Rupert (C)	578	8,187	8.4	- 1.0	17	0	785	0
Terrace (C)	637	5,785	2.8	5.1	14	- 1	410	- 23
Rest of Development Region	521	11,383	10.0	- 6.4	33	- 4	593	- 37
Nechako	**1,279**	**10,645**	**- 5.7**	**- 2.6**	**52**	**1**	**1,106**	**- 20**
Smithers (T)	780	5,797	1.6	1.8	19	2	464	15
Rest of Development Region	499	4,848	-15.2	- 7.3	33	- 1	642	- 35
Northeast	**7,473**	**63,949**	**35.5**	**11.0**	**71**	**3**	**3,751**	**251**
Dawson Creek (C)	1,936	14,504	36.7	43.3	17	1	734	85
Fort St. John (C)	2,149	18,487	29.9	- 8.4	15	1	1,108	127
Rest of Development Region	3,388	30,958	38.7	13.4	39	1	1,909	39

Note: Data for regions with fewer than 10 properties reporting cannot be released.
Property counts only include properties reporting revenues during the reference period.

Table 5: Historical Room Revenue by Development Region ($000), Unadjusted

Period	Vancouver Island/Coast	Mainland/ Southwest	Thompson/ Okanagan	Kootenay	Cariboo	North Coast	Nechako	Northeast	BC Total
Annual data									
2003	273,067	809,809	214,550	70,671	43,018	19,362	8,930	46,264	1,485,670
2004	295,246	863,430	231,041	75,467	46,201	20,104	8,811	50,656	1,590,956
2005	310,195	902,633	251,869	77,314	52,172	20,773	10,152	63,236	1,688,343
2006	324,624	970,884	273,102	85,171	56,610	21,928	10,478	72,514	1,815,312
2007	351,540	1,043,209	306,757	97,286	61,118	28,301	12,406	67,468	1,968,085
Annual growth rates									
2003	1.6	– 4.8	3.7	0.6	– 3.4	1.8	1.0	22.0	– 1.4
2004	8.1	6.6	7.7	6.8	7.4	3.8	– 1.3	9.5	7.1
2005	5.1	4.5	9.0	2.4	12.9	3.3	15.2	24.8	6.1
2006	4.7	7.6	8.4	10.2	8.5	5.6	3.2	14.7	7.5
2007	8.3	7.4	12.3	14.2	8.0	29.1	18.4	– 7.0	8.4
Monthly data									
Oct-07	24,350	73,445	18,034	6,006	5,470	1,724	1,357	5,513	135,900
Nov-07	16,492	57,820	12,268	4,157	4,199	1,369	852	5,136	102,293
Dec-07	15,294	78,126	17,073	7,130	3,788	997	627	4,718	127,754
Jan-08	13,617	79,848	19,267	7,066	3,503	998	565	5,056	129,919
Feb-08	16,473	87,788	19,556	9,851	3,651	1,535	625	6,415	145,894
Mar-08	21,584	93,369	22,707	8,569	4,575	1,571	797	7,340	160,513
Apr-08	22,474	74,477	16,770	5,199	4,715	1,410	804	5,766	131,615
May-08	30,955	92,011	25,428	7,027	5,547	2,270	917	4,454	168,609
Jun-08	38,072	105,127	33,202	8,634	6,691	3,927	1,304	6,604	203,561
Jul-08	47,889	111,913	45,129	11,570	7,170	4,835	1,403	6,564	236,472
Aug-08	55,385	118,589	55,474	13,679	7,377	4,103	1,461	7,028	263,095
Sep-08	37,733	93,260	29,463	9,028	6,372	2,970	1,490	7,247	187,564
Oct-08	23,219	71,146	19,048	5,492	5,151	1,736	1,279	7,473	134,544
Year-over-year percent changes									
Oct-07	5.4	7.9	5.0	16.4	13.2	23.9	21.6	– 6.0	7.3
Nov-07	6.0	3.9	13.0	28.8	15.8	17.3	17.9	–13.5	5.7
Dec-07	1.2	11.3	9.6	14.4	16.5	17.1	13.5	3.4	9.8
Jan-08	2.8	9.8	6.5	1.4	11.2	15.9	– 3.9	–11.3	7.1
Feb-08	2.2	9.5	3.7	10.8	8.4	25.2	4.1	5.6	7.8
Mar-08	– 2.7	3.3	1.4	– 2.1	4.8	3.4	– 4.3	– 1.6	1.7
Apr-08	– 6.3	2.5	0.2	– 3.2	11.7	5.4	19.5	20.8	1.4
May-08	– 2.4	6.3	4.3	8.9	0.2	7.5	–14.0	11.1	4.2
Jun-08	– 0.1	2.2	8.0	8.1	11.5	– 6.3	5.5	18.2	3.5
Jul-08	– 7.6	1.9	– 0.6	– 6.6	1.6	1.4	– 0.9	5.3	– 1.0
Aug-08	– 1.8	– 0.7	6.4	0.0	– 0.6	–14.9	– 7.5	9.8	0.5
Sep-08	– 9.9	– 6.1	– 3.7	– 5.0	– 2.5	–12.0	– 5.5	23.7	– 5.6
Oct-08	– 4.6	– 3.1	5.6	– 8.6	– 5.8	0.7	– 5.7	35.5	– 1.0

October year-over-year growth rates

Table 6: Traveller Entries to Canada via BC (000s), Seasonally Adjusted

Period	Total	USA			Overseas			
		Total	Same-day	Overnight	*Total*	Asia	Europe	Other*
Annual data								
2003	7,335	6,137	2,581	3,557	1,198	578	410	210
2004	7,448	6,039	2,478	3,562	1,409	716	458	235
2005	7,225	5,751	2,314	3,436	1,474	724	494	257
2006	6,846	5,380	1,945	3,435	1,466	717	493	257
2007	6,577	5,062	1,767	3,295	1,515	699	519	297
Annual percent changes								
2003	– 8.0	– 7.0	– 8.1	– 6.1	–12.9	–24.4	– 0.4	5.6
2004	1.5	– 1.6	– 4.0	0.1	17.6	23.9	11.7	11.6
2005	– 3.0	– 4.8	– 6.6	3.5	4.6	1.1	7.8	9.3
2006	– 5.2	– 6.5	–16.0	0.0	– 0.5	– 0.9	– 0.2	0.0
2007	– 3.9	– 5.9	– 9.1	4.1	3.3	– 2.5	5.3	15.6
Monthly data								
Nov-07	541	414	140	275	126	58	41	28
Dec-07	530	402	133	269	129	58	43	28
Jan-08	532	403	136	267	129	58	43	28
Feb-08	525	396	132	265	129	59	42	28
Mar-08	511	390	127	262	121	55	42	24
Apr-08	509	384	125	259	125	53	43	28
May-08	507	377	121	255	131	60	44	27
Jun-08	486	359	116	243	126	57	43	26
Jul-08	474	347	120	227	127	57	43	27
Aug-08	437	308	111	197	129	57	43	29
Sep-08	502	376	127	250	125	55	42	28
Oct-08	501	377	127	250	124	53	42	29
Nov-08	505	382	127	255	123	53	41	29
Month-over-month growth rates								
Nov-07	0.3	– 1.0	0.0	– 1.4	4.8	7.9	– 2.1	9.5
Dec-07	– 1.9	– 3.0	– 4.7	2.2	1.9	– 0.3	6.6	– 0.6
Jan-08	0.4	0.4	2.1	– 0.5	0.5	– 0.4	0.1	3.0
Feb-08	– 1.3	– 1.7	– 3.1	1.0	– 0.3	1.8	– 2.1	– 1.9
Mar-08	– 2.7	– 1.7	– 3.2	– 0.9	– 6.0	– 6.2	– 0.2	–14.5
Apr-08	– 0.4	– 1.5	– 2.0	1.2	3.0	– 2.8	2.6	17.1
May-08	– 0.3	– 1.9	– 2.8	– 1.5	4.8	13.1	0.7	– 4.9
Jun-08	– 4.3	– 4.6	– 4.6	4.6	– 3.4	– 6.2	– 1.1	– 0.9
Jul-08	– 2.3	– 3.4	3.6	– 6.7	0.6	0.0	0.2	2.7
Aug-08	– 7.9	–11.3	– 7.5	13.3	1.5	0.0	0.3	6.6
Sep-08	14.8	22.3	14.4	26.7	– 2.9	– 2.3	– 2.6	– 4.4
Oct-08	– 0.1	0.1	0.3	0.0	– 0.7	– 3.9	0.4	4.2
Nov-08	0.8	1.4	0.2	2.0	– 1.3	– 0.9	– 2.3	– 0.4

* Oceania (Australia, New Zealand, and other South Pacific nations), North & South America (excluding US), and Africa.
Data Source: Statistics Canada.

Table 7: Transportation Indicators, Seasonally Adjusted

Period	Air Passenger Traffic (000s)					Other Transportation (000s)		
	Vancouver				Victoria	BC Ferries		Coquihalla Hwy
	Total	Domestic	Trans-border	Other Int'l.	*Total*	Vehicles	Passengers	Passenger Vehicles
Annual data								
2003	14,322	7,267	3,814	3,241	1,183	8,263	21,348	2,466
2004	15,725	7,986	3,964	3,775	1,250	8,532	21,955	2,572
2005	16,418	8,348	4,106	3,964	1,318	8,539	21,791	2,620
2006	16,925	8,712	4,253	3,960	1,390	8,530	21,689	2,583
2007	17,495	9,017	4,361	4,117	1,482	8,559	21,690	2,712
Annual growth rates								
2003	– 3.7	– 2.1	– 1.1	–10.0	7.3	– 0.1	– 0.9	– 2.1
2004	9.8	9.9	3.9	16.5	5.7	3.3	2.8	4.3
2005	4.4	4.5	3.6	5.0	5.5	0.1	– 0.7	1.8
2006	3.1	4.4	3.6	– 0.1	5.5	– 0.1	– 0.5	– 1.4
2007	3.4	3.5	2.5	4.0	6.6	0.3	0.0	5.0
Monthly data								
Nov-07	1,549	794	389	366	128	717	1,828	214
Dec-07	1,502	763	377	362	125	700	1,802	206
Jan-08	1,545	796	375	374	127	705	1,780	201
Feb-08	1,559	813	381	365	128	704	1,783	152
Mar-08	1,535	792	375	368	124	707	1,784	214
Apr-08	1,536	801	372	364	129	702	1,767	218
May-08	1,519	795	372	352	128	710	1,793	248
Jun-08	1,507	792	365	350	130	705	1,796	264
Jul-08	1,466	768	356	342	131	690	1,743	246
Aug-08	1,463	774	356	333	132	673	1,720	243
Sep-08	1,407	751	327	328	130	664	1,698	183
Oct-08	1,433	770	346	316	131	666	1,723	x
Nov-08	1,439	760	343	336	132	660	1,716	x
Month-over-month growth rates								
Nov-07	4.8	3.4	6.1	6.6	0.8	1.3	2.0	6.5
Dec-07	– 3.1	– 4.0	– 3.1	– 1.0	– 2.3	– 2.4	– 1.4	– 3.8
Jan-08	2.9	4.4	– 0.4	3.3	1.2	0.7	– 1.2	– 2.7
Feb-08	0.9	2.2	1.4	– 2.5	0.9	– 0.1	0.1	–24.1
Mar-08	– 1.5	– 2.6	– 1.5	0.8	– 3.0	0.4	0.1	40.4
Apr-08	0.1	1.0	– 0.7	– 1.2	4.1	– 0.7	– 0.9	1.9
May-08	– 1.1	– 0.6	– 0.1	– 3.2	– 0.6	1.2	1.5	13.8
Jun-08	– 0.8	– 0.4	– 1.8	– 0.6	1.6	– 0.7	0.2	6.5
Jul-08	– 2.8	– 3.0	– 2.5	– 2.5	0.5	– 2.2	– 3.0	– 7.0
Aug-08	– 0.2	0.8	0.0	– 2.6	0.9	– 2.4	– 1.3	– 1.3
Sep-08	– 3.8	– 3.0	– 8.1	– 1.3	– 1.7	– 1.4	– 1.3	–24.6
Oct-08	1.8	2.5	5.7	– 3.7	0.9	0.3	1.5	x
Nov-08	0.5	– 1.4	– 0.8	6.4	0.5	– 0.8	– 0.4	x

Data Source: Vancouver Airport Authority, Victoria Airport Authority, BC Ferries and Ministry of Transportation data.

x = Data currently not available.

Table 8: Tourism Sector Indicators, Seasonally Adjusted

Period	Employment in key tourism industries[1] (000s)				Hotel Industry[2]		Consumer Price Index[1]	
	Air transport[4]	Accom-modation	Food & beverage services	Arts, entertainment & recreation	Occupancy Rate[3] (%)	Room Rate ($)	Traveller accom-modation	Restaurant meals[4]
Annual data								
2003	15.4	31.5	124.0	30.9	58.3	113.7	90.1	101.8
2004	15.5	31.5	125.8	33.1	61.3	115.7	82.5	103.6
2005	15.8	32.9	128.8	33.2	63.9	116.3	80.1	106.6
2006	16.4	35.2	135.1	35.5	65.7	122.0	77.5	109.3
2007	16.7	35.8	141.1	36.5	66.6	128.0	81.1	112.2
Annual growth rates								
2003	5.3	- 0.4	3.3	3.0	- 1.0	- 2.8	- 9.9	1.8
2004	0.4	0.1	1.5	7.1	5.1	1.7	- 8.4	1.8
2005	1.9	4.5	2.4	0.5	4.3	0.5	- 3.0	2.9
2006	3.7	6.9	4.9	6.8	2.8	4.9	- 3.2	2.5
2007	1.9	1.6	4.5	2.8	1.4	5.0	4.7	2.6
Monthly data								
Nov-07	16.5	37.5	142.8	36.3	67.4	131.3	82.3	113.0
Dec-07	16.6	36.8	142.7	36.2	66.5	131.8	82.8	112.8
Jan-08	16.5	37.2	144.4	36.1	67.3	132.6	82.6	112.3
Feb-08	16.5	35.9	145.5	36.3	66.0	133.1	82.2	113.4
Mar-08	16.0	36.8	145.2	36.1	65.9	134.0	82.6	113.9
Apr-08	16.6	37.9	146.6	34.9	65.1	133.8	83.2	114.2
May-08	16.8	36.4	147.2	35.4	65.0	133.8	82.9	114.6
Jun-08	16.6	36.5	148.1	35.9	66.9	133.5	83.1	114.8
Jul-08	16.6	36.0	149.2	35.7	63.7	131.9	83.2	115.7
Aug-08	16.6	35.9	149.3	35.5	65.1	132.2	83.3	116.3
Sep-08	15.8	35.5	150.3	35.6	62.8	132.5	83.7	116.6
Oct-08	16.6	35.3	152.4	36.4	62.7	134.2	82.6	116.5
Nov-08	16.9	35.4	151.7	36.1	62.9	135.2	85.0	116.3
Month-over-month growth rates								
Nov-07	- 0.2	3.7	0.2	- 0.6	0.1	0.2	0.6	- 0.1
Dec-07	0.2	- 1.7	0.0	- 0.4	- 0.9	0.4	0.6	- 0.2
Jan-08	- 0.3	1.0	1.2	- 0.2	0.8	0.6	- 0.2	- 0.4
Feb-08	- 0.3	- 3.4	0.8	0.6	- 1.3	0.4	- 0.5	1.0
Mar-08	- 2.7	2.4	- 0.2	- 0.5	- 0.1	0.7	0.5	0.4
Apr-08	4.0	2.9	1.0	- 3.3	- 0.8	- 0.1	0.7	0.3
May-08	0.7	- 4.0	0.4	1.2	- 0.1	0.0	- 0.4	0.4
Jun-08	- 1.2	0.3	0.6	1.5	1.9	- 0.2	0.2	0.2
Jul-08	0.4	- 1.2	0.7	- 0.5	- 3.2	- 1.2	0.1	0.8
Aug-08	- 0.1	- 0.3	0.1	- 0.7	1.4	0.2	0.1	0.5
Sep-08	- 4.9	- 1.0	0.6	0.4	- 2.3	0.2	0.5	0.3
Oct-08	5.4	- 0.5	1.4	2.2	- 0.1	1.3	- 1.3	- 0.1
Nov-08	1.6	0.3	- 0.5	- 0.7	0.2	0.7	2.9	- 0.2

[1]Data Source: Statistics Canada (Employment data from Survey of Employment Payroll & Hours) and BC Stats.
[2]Data Source: Pannell Kerr Forster and BC Stats.
[3]Occupancy Rate change expressed as percentage point change.
[4]No identifiable seasonality.

Table 9: Food Services Receipts, Seasonally Adjusted

Period	Food Services and Drinking Places[1] Receipts ($ million)					
	BC[2]			Canada		
	Total	Drinking Places	Food Services	*Total*	Drinking Places	Food Services
Annual data						
2003	6,318	568	5,750	38,570	2,517	36,053
2004	6,687	604	6,083	40,409	2,595	37,814
2005	6,889	554	6,334	41,818	2,577	39,240
2006	7,371	436	6,893	44,218	2,465	41,754
2007	7,607	482	7,073	45,560	2,379	43,180
Annual growth rates						
2003	4.1	7.2	6.1	1.4	0.6	1.5
2004	5.8	6.4	5.8	4.8	3.1	4.9
2005	3.0	– 8.2	4.1	3.5	– 0.7	3.8
2006	7.0	–21.3	8.8	5.7	– 4.4	6.4
2007	3.2	10.6	2.6	3.0	– 3.5	3.4
Monthly data						
Nov-07	645	x	x	3,856	191	3,664
Dec-07	635	x	x	3,838	192	3,646
Jan-08	651	x	x	3,909	192	3,718
Feb-08	656	x	x	3,909	193	3,716
Mar-08	632	x	x	3,863	193	3,671
Apr-08	648	43	606	3,955	197	3,758
May-08	642	44	595	3,981	198	3,782
Jun-08	649	44	608	3,958	207	3,751
Jul-08	647	39	612	3,950	201	3,748
Aug-08	653	40	609	4,012	203	3,809
Sep-08	650	41	616	4,010	202	3,808
Oct-08	660	43	618	4,065	203	3,862
Nov-08	677	46	630	4,113	203	3,909
Month-over-month growth rates						
Nov-07	– 0.2	x	x	– 0.8	– 1.6	– 0.8
Dec-07	– 1.7	x	x	– 0.4	0.4	– 0.5
Jan-08	2.5	x	x	1.8	– 0.2	2.0
Feb-08	0.9	x	x	0.0	0.6	0.0
Mar-08	– 3.8	x	x	– 1.2	– 0.1	– 1.2
Apr-08	2.5	x	x	2.4	2.3	2.4
May-08	– 0.9	2.0	– 1.8	0.6	0.6	0.6
Jun-08	1.1	0.4	2.2	– 0.6	4.3	– 0.8
Jul-08	– 0.3	–10.7	0.5	– 0.2	– 2.5	– 0.1
Aug-08	0.9	1.4	– 0.4	1.6	0.8	1.6
Sep-08	– 0.5	1.9	1.1	0.0	– 0.3	0.0
Oct-08	1.5	4.7	0.4	1.4	0.4	1.4
Nov-08	2.6	7.9	2.0	1.2	0.1	1.2

[1]Data Source: Statistics Canada & BC Stats. x = Data currently not available.

[2]Seasonally adjusted totals are calculated by Statistics Canada; Food Services and Drinking Places receipts are BC Stats estimates and may not sum exactly to provincial totals.

Table 10: Accommodation Classification Definitions

Type	Definition
Hotel	These establishments provide suites or guest rooms within a multi-storey or high-rise structure, accessible from the interior only, and they generally offer guests a range of complementary services and amenities, such as food and beverage services, parking, laundry services, swimming pools and exercise rooms, and conference and convention facilities.
Motel	These establishments are designed to accommodate clients travelling by motor vehicle, and provide short-stay suites or guest rooms, within a one or two-storey structure, characterized by exterior access to rooms and ample parking areas adjacent to the room entrances. Limited complementary services and amenities may also be provided. These establishments typically also feature exterior access to rooms.
Freshwater/Saltwater Fishing Lodge	These establishments provide a range of services, such as access to outpost camps or housekeeping cabins, meals and guides, and they may also provide transportation to the facility, and sale of food, beverages, and fishing supplies.
Vacation Rental	These establishments provide temporary or longer-term accommodation, which, for the period of occupancy, may serve as a principal residence. These establishments may also provide complementary services, such as housekeeping, meals and laundry services. (Also includes housekeeping cottages and cabins. These establishments are designed to accommodate vacationers and may include access to private beaches and fishing.)
Miscellaneous	All other properties not included or classified as above, including campgrounds, work camps, adventure/ hunting lodges, bed and breakfasts, guest ranches, and resorts.

Table 11: Urban Centre Definitions

Urban centres (and Census subdivisions/CSDs) are classified into various types, according to official designations adopted by provincial or federal authorities. The type indicates the municipal status of a census subdivision.

Type	Definition
C	City
RM	Resort Municipality
T	Town
V	Village